

# **Basic principles and mechanisms for promoting tourism products on the global and domestic tourism market**

**Overview of the principles and methods for managing the promotion of  
tourism products on the domestic and global tourism market**



# Managing the promotion of tourism products

- Definition of **Tourism Marketing**
- Overview of **structure** of product promotion
- Mechanics of promotion of tourism products among the **Travel Trade**
- Mechanics of promotion of tourism products among the **Media**
- **Golden rules**

# Definition of Tourism Marketing

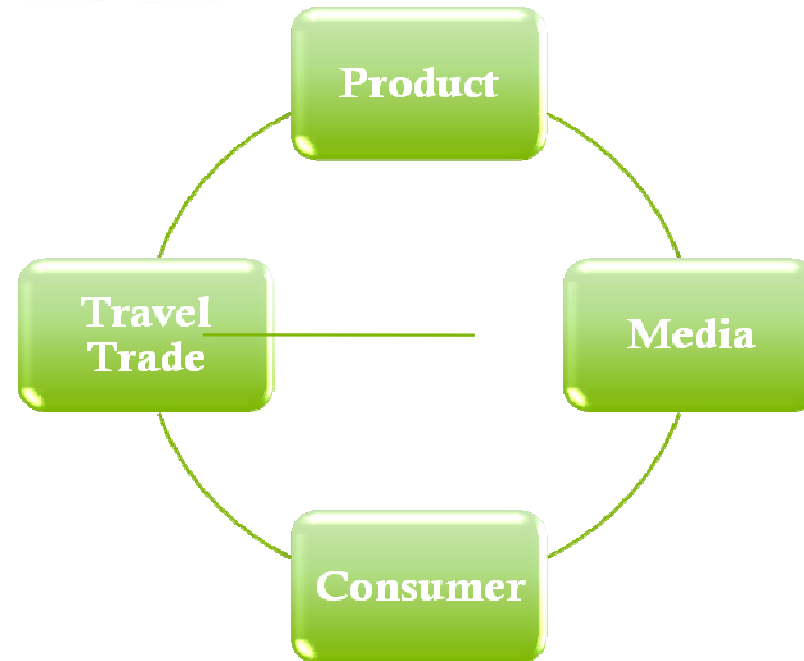
Promoting your product on tourism markets means doing

## **Tourism Marketing**

and implies 3 major components:

- ◆ Communication
- ◆ Development
- ◆ Control

# Structure of the promotion of tourism products



**A strong interdependence between the components**

# Mechanics of promotion of tourism products among the Travel Trade

**Objective:** the development of programs/itineraries including your region/product that will be sold by travel professionals

**Travel Trade:** travel professionals involved in the conception and/or commercialization of tourism products on a specific market

**Tour Operator (T.O):** your partner on the market (can be wholesaler or retailer). The T.O will distribute your product and promote it among his clients

# Mechanics of promotion of tourism products among the Travel Trade

## The promotion of your product in 3 steps

**Step 1:** identify T.O that are more likely to match your type of product (ex: by defining a theme of travel: culture, adventure, alternative, etc.)

**Step 2:** approach the T.O's Product Managers (PM) in charge of your destination:

- **Brief introduction** of your product, **question the PM**
- **Listen to the PM.** He/she knows the market!
- **Detailed presentation** of the product according to the needs defined by the PM (anticipate questions about possible challenges). **Showing nice photos of your product is crucial.**

# Mechanics of promotion of tourism products among the Travel Trade

**Step 3:** follow-up with the PM and ensure he/she has everything he/she needs to feature your product in the programs

- Send contacts of **local receptive operators**
- Provide detailed **sample itineraries**
- Provide road maps, brochures, promotional material
- Provide **high-res images & videos** of your destination with credit if any

Follow-up should occur **within just a few days** after the 1<sup>st</sup> contact

# Mechanics of promotion of tourism products among the Travel Trade

## Next steps:

- Have the PM come and see/experience your product (**familiarization trips**). Show the best of your product! It helps build a **closer relationship** with the PM
- Launch **cooperative marketing campaigns** with the T.O to support their effort in featuring your product
- **Involve T.O in your media promotion plans** as much as possible (have them sponsor airline tickets in exchange of being featured in articles)
- Make sure you **keep regular contact with the PM**, by providing updates on your product (Newsletters, phone calls, emails, etc.)



# Mechanics of promotion of tourism products among the Media

**Objective:** support your product development by promoting it among the media in order to approach the consumer

**There are multiple types of media to work with:**

- **Printed, TV, radio,online** media
- **Travel trade** and **consumer** media (of general interest or travel-oriented)
- **Social media** (facebook, etc.)

# Mechanics of promotion of tourism products among the Media

## The promotion of your product in 4 steps

**Step 1:** identify the **most appropriate media outlets** according to your type of product/destination

**Step 2:** journalists need **story ideas** from you! Determine what aspects of your product make it so **special** that a media would want to write/talk about it

**Step 3:** **host journalists** so that they can see/experience your product and write/talk about it. **Join efforts with local partners** (suppliers) and **your local Government** to offer as many experiences as possible to the journalists: it will make your destination even more attractive

**Step 4:** **keep regular contact** with your media contacts by sending them **newsletters** and **press releases** with updates on your product

# Mechanics of promotion of tourism products among the Media

## Stay up-to-date with Social Media!

They are a new way of building and promoting your brand, especially among the newer generations

### Key points to build a successful facebook page:

- Create **one page per market**, most preferably in the **local language**
- **Post regularly** (images, new development about your product, Tour Operators' itineraries that include your product, etc.)
- **Add your facebook page address** at the end of your **correspondence**; print it on your **brochure/collateral**; develop **cross-links** with other partners' facebook pages to generate more traffic

# Mechanics of promotion of tourism products

## Golden rules

**Keep in mind that tourism promotion is a long-term process:**

**It takes time to build a relationship** with Product Managers and Media partners and gain their confidence

**It takes time before a tourism product actually starts selling well on a new market (1-2 years)**

Providing Travel Trade and Media with **collateral in English is a minimum**; having it **translated into the local language is a major plus**

# **Tools. Techniques for developing presentation and advertising material.**

**Particularities of presentations for different target audiences**



# Particularities of presentations for different target audiences

**Objective: provide a comprehensive presentation of your product/destination according to the type of audience you are targeting**

The tools and content of your presentation will be different according to who you are talking to:

- A Tour Operator
- A Media representative

Tour Operator and Media will relay your information to the consumer

# Particularities of presentations for different target audiences

## **Structure of a presentation – Audience: Tour Operator**

*Note: identifying the profile of the T.O before the sales call is a major plus*

Use a program that can incorporate text, images and videos (ex: PowerPoint)

All texts will have to be at least in English; using local language is a plus

Before going through your presentation, question the T.O about the profile of its' customers in order to adapt your talking

# Particularities of presentations for different target audiences

## Structure of a presentation – Audience: Tour Operator

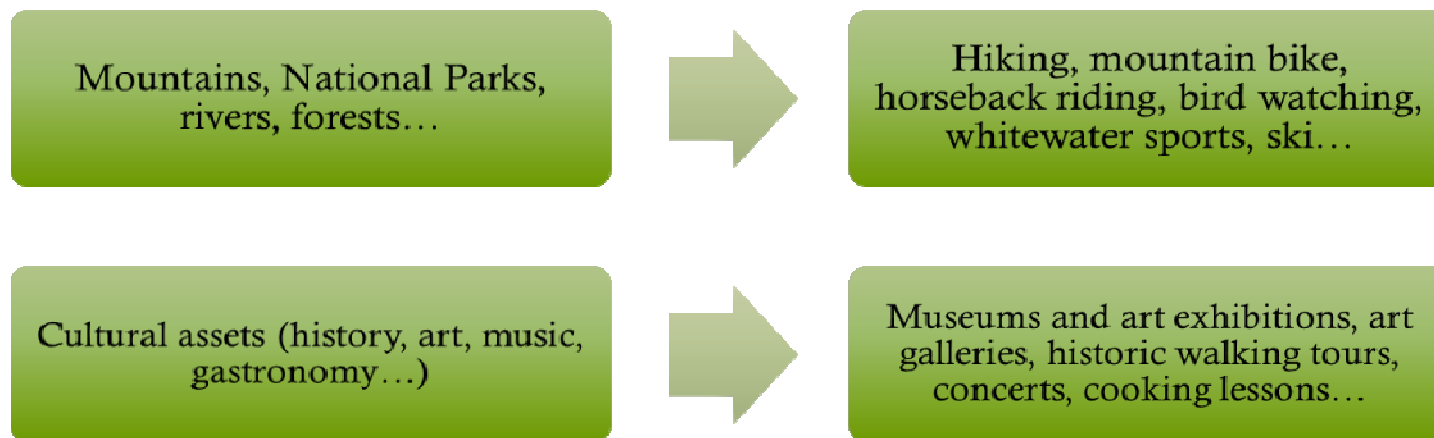
- Start with a **large image representative of your region** and ideally an attractive **sentence/motto** qualifying your product (ex: “Utah, the best of the American West”)
- A **map** where you can **locate your destination within Russia**, showing major **gateway airports**, **examples of distances** between major Russian cities and your region
- A **more detailed map of your region** (also make sure you have a paper map with you as you go through the presentation)
- Present **generalities** about your destination (geography, climate, population...)
- List **the particularities of your region, by themes**, preferably according to the **profile** of the T.O. Ex: **cultural heritage** (history, architecture...), significant **natural sites** (National & Regional Park, major rivers, mountains...), other particularities (gastronomy, alternative tourism, etc.)



# Particularities of presentations for different target audiences

## Structure of a presentation – Audience: Tour Operator

**Important:** always make the link between the **particularities** of your region and the **tourist activities/attractions** that are developed around them:



# Particularities of presentations for different target audiences

## Structure of a presentation – Audience: Tour Operator

Inform the Product Manager about **hotel accommodation** choices, **transportation**, **restaurants**, etc.

**Give suggestions of itineraries or packages**, with **day-by-day details**, so that you help the Product Manager imagine his/her future products. Make it easy for him/her!

Once you have presented the particularities of your destinations and the activities/attractions one can do, **explain how the T.O can book them**

**Directly with the supplier or via a receptive operator?**



**Always: add nice photos (and videos if possible) throughout your presentation**

# Particularities of presentations for different target audiences

## Structure of a presentation – Audience: Media Representatives

Base your presentation on the one you made for Tour Operators, with the following amendments:

- **No need to give samples of itineraries and to explain how to book**
- **Include stories in your presentation:** talk about **characters** that have **special stories** (ex: if you talk about art and you know a specific artist that has an unusual story or background, talk about him/her)
- **Images are even more important**, as they may determine the consideration for writing an article about your destination

# Particularities of presentations for different target audiences

## Key Points

- ◆ Try to **know your audience before** going through your presentation (profile of T.O's customers, themes covered by the media outlet, etc.)
- ◆ **Images count for 50% of your presentation!** We don't necessarily remember texts, we remember nice pictures
- ◆ Be prepared to **leave a copy of your presentation** to the Product Manager / Journalist. Bring photos CDs to leave or send them by email
- ◆ Be as **clear and concise** as possible
- ◆ **The follow-up is the logical continuation** of your presentation

**Thank you for your attention  
&  
I wish you a successful promotion!**

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